



# TOBACCO ADVERTISING AND YOUTH

**The tobacco industry targets youth, minorities, and women to replace the 1,200 smokers who die and the 3,500 smokers who quit each day.**

(Centers for Disease Control, 1993)

**The tobacco industry spent \$6 billion in 1993 advertising and promoting their deadly products almost \$200 a second.**

(Federal Trade Commission, 1995)

**Tobacco advertising campaigns targeting women have caused a major increase in adolescent girls starting to smoke.**

(Pierce, J.P., Journal of the AMA, 1994; 8L271)

**Cigarette companies spent \$1.7 billion in 1994 on promotional costs, including payments to retailers for shelf space.**

(Federal Trade Commission, October, 1996)

**Nearly 50% of kids who smoke, and 25% of those who don't, own at least one promotional item from a tobacco company.**

(FDA, Children and Tobacco, February 11, 1997)

**Cigarette advertisements emphasize youthful vigor, sexual attraction, and independence-themes that appeal to teenagers.**

(Davis, Ron, New England Journal of Medicine, 1987)

**Teens are more likely to be influenced to smoke cigarettes by advertising and promotion than by peer and family pressure.**

(Evans, Nicola, Journal of the NCI, 87[20], 1995)

**Camel cigarettes teen sales had increased dramatically since the Joe Camel cartoon was introduced in 1998 (from 0.5% to 32.8% in 1991), representing \$476 million yearly in illegal sales.**

(DiFranza, J., Journal of the AMA, December 11, 1991)

**Low income communities of color had many more tobacco billboards than neighboring affluent communities.**

(Quinn, Michael, Time Magazine, January 29, 1990)

**Cigarette advertising appears to increase youth smoking by conveying that smoking has social benefits and that it is far more common than it really is.**

(Preventing Tobacco Use Among Young People: A Report of the Surgeon General, 1994)